



Tom Barrett
Mayor

Bevan K. Baker, CHE
Commissioner of Health

Administration



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“HEALTH MATTERS” IN EARLY CHILDHOOD EDUCATION

New health section added to Think Big. Start Small™ campaign targets early childcare providers

The City of Milwaukee Health Department (MHD) and community partner 4C Community Coordinated Child Care will launch a new a state and local visible website campaign called, Think Big. Start Small™. This website, www.thinkbigstartsmall.org reflects expanded information on developments in the early child care field. A press conference will be held on Tuesday, March 22 at 11:30 a.m. at Gray's Child Development Center.

Good health is important during early childhood years because healthy children grow strong and learn better. Think Big. Start Small™. **Health Matters** section offers early childhood professionals and parents the resources and support they need to promote ongoing, healthy early childhood education and care. This is the community's link to healthier child care in Milwaukee.

“Childcare providers are faced with the enormous responsibility of balancing state health requirements with parents requests and ensuring children's needs are met,” said Mayor Tom Barrett. “The health section of this website will serve as a valuable tool and resource for childcare providers to begin forming a strong partnership with the City of Milwaukee Health Department.”

Think Big. Start Small™. **Health Matters** offers four major components:

- Free downloadable Health and Safety tip sheets for child care providers and parents
- *Ask an Expert* section, which is an opportunity for child care providers to post child health questions to City of Milwaukee Health Dept Child Care Health Consultants (MHD CCHC)
- Free subscription to the online newsletter “Health Matters”
- Health and safety consultation services to eligible child care programs

Think Big. Start Small™ is a public outreach campaign created to increase awareness of the importance of high quality early education and health care for all children. The statewide campaign was established in March 2001 through various child care and state agencies including the Wisconsin National Governor's Association Early Childhood Team.

"The Think Big. Start Small™ campaign has been a valuable resource for local area child care providers and parents," said Commissioner of Health Bevan K. Baker, CHE. "Adding a health information component to this website is a critical step in providing comprehensive childhood education."

Keeping Children healthy can be a challenge, because illness is a common occurrence in the early years. Caregivers and early childhood teachers sometimes find themselves struggling to balance a parent's need to remain at work with the responsibility of accurately assessing whether a mildly ill child should remain in care or return home.

In addition, Think Big. Start Small™ *offers a chance to win a free Wisconsin Dells getaway* to child care providers/teachers, who nominate a most trusted health care provider. Subscribe today to the e-newsletter to stay current on the health and safety issues most likely to affect the children in child care, and support child care providers and parents as they work to promote healthier child care for all.

WHAT: Think Big. Start Small Press Conference
WHEN: Tuesday, March 22, 2005
TIME: 11:30 a.m. – 12:30 p.m.
WHERE: Gray's Child Development Center
6618 N. Teutonia
Milwaukee

SPEAKERS: **Mayor Tom Barrett**
Bevan K. Baker, CHE, Commissioner of Health
Willie L. Hines, Jr, Common Council President
Ashanti Hamilton, 1st Aldermanic District
Carol Maurer
Executive Director, 4C Community Coordinated Child Care

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